

Aug 81



NEW YORK UNIVERSITY
School of Continuing Education
Division of Career and Professional Development

IN-HOUSE CONSULTING SKILLS FOR SYSTEMS ANALYSTS

OFFERED IN:

**SAN FRANCISCO
CHICAGO
NEW YORK CITY**

This course will help you develop consulting relationships with various users.
You will learn how to:

- ***Understand the "real needs" of users***
- ***Redefine unclear expectations***
- ***Correct poor working relationships***
- ***Overcome implementation conflicts***

These and many other techniques that you learn will be immediately applicable
to "back home" situations.



NEW YORK UNIVERSITY
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In-House Consulting Skills

BE AS SUCCESSFUL IN YOUR CLIENT RELATIONS AS YOU ARE IN ANALYZING SYSTEMS

This important seminar covers a field that has never been fully explored. You will develop a better understanding of the problems that arise between analyst and user and you will learn to facilitate solutions to these problems more quickly.

WHO SHOULD ATTEND

This program is designed for Systems Analysts, Programming Managers, Systems Managers, Senior Consultants and other professionals in the data processing field who want to learn about the human side of working with users. "In-House Consulting skills for Systems Analysts" will give you the necessary consultative skills to complement the technical skills you already possess.

WHY ATTEND

Effective consulting skills are a necessity for all EDP professionals involved in the consulting process. Knowing your product is only half the job; ***understanding the consulting process is the other.*** The EDP professional needs to be more than a technical expert; he must be sensitive to all his user's needs.

BENEFITS

You will learn how to . . .

- Define your role as a consultant
- Develop working relationships with users
- Discover the unspoken needs of users
- Feedback sensitive data to users
- Gain influence with users
- Work with difficult users
- Solve user problems more effectively

CERTIFICATES OF PARTICIPATION

New York University's School of Continuing Education will award certificates of participation to all who attend.

CONTINUING EDUCATION UNITS

Each participant in this seminar will receive continuing Education Units. CEU's are nationally recognized units of achievement which may be used as evidence of increased performance capabilities and for job advancement.

REFERENCE MANUAL

Each participant will receive a comprehensive reference manual of the curriculum for this seminar which will serve as a valuable source in the future.



Seminar Leader: Dr. Jeremiah Goldstein



Dr. Jeremiah Goldstein has trained over twenty-thousand managers in Effective Interpersonal Communication Skills at various seminars and workshops. Dr. Goldstein is also a nationally respected consultant who developed the "Speak-Up" Program for Consolidated Edison of New York. A former tenured professor of communications at the State University of New York for ten years, Dr. Goldstein holds B.S. and M.S. degrees in psychology from Emerson College and a Ph.D. from the University of Western Ontario. Dr. Goldstein is also a member of several panels for the American Arbitration Association.

For Systems Analysts

SEMINAR OUTLINE

INTRODUCTION AND GOAL OF SEMINAR

UNDERSTANDING THE NATURE OF CONSULTING: INDIVIDUAL SKILLS INVENTORY

(This is to be mailed to participants ahead of workshop)

- Score—defining individual strengths and weaknesses
- Techniques: Gathers
Evaluates
Disseminates

DEFINING EACH ROLE OF THE CONSULTING SPECTRUM

- Reflector
- Process Specialist
- Fact Finder
- Alternative Identifier
- Collaborator in problem-solving
- Trainer/Educator
- Technical Specialist
- Advocate Role

HOW TO CREATE AN ATMOSPHERE OF MUTUAL TRUST WITH USERS AND PROGRAMMERS

- Transactional Analysis for Systems Analysts

HOW TO FIND THE “REAL” NEEDS OF AND HOW TO CONTROL INTERACTION WITH USERS

- Active Listening and its importance in consulting Feedback (paraphrasing model)

PRACTICE SESSION/STRUCTURED STRATEGIES

THE USE OF INNOVATIVE CONSULTING PROCESS TO DIAGNOSE THE “REAL” PROBLEM

- Fact Finding
- Problem-Finding

THE PRODUCTIVE APPROACH TO IDEA EVALUATION AND DEVELOPMENT

- Idea Finding
- Solution Finding
- Acceptance Finding

APPLY TECHNIQUES PRESENTED AT FIRST DAY OF SEMINAR TO BACK HOME PROBLEMS

PRESENT AND PROCESS SOLUTIONS TO HOME PROBLEMS

THE USE OF THE TOTAL 9 STEP CONSULTING PROCESS

- Observation
- Definition
- Preparation
- Analysis
- Ideation
- Incubation
- Synthesis
- Evaluation
- Development

APPLY 9 STEP CONSULTING PROCESS TO BACK HOME PROBLEMS

SUMMARY/EVALUATION

New York University Presents
A Two-Day Seminar

IN-HOUSE CONSULTING SKILLS FOR SYSTEMS ANALYSTS

OFFERED IN:

SAN FRANCISCO
CHICAGO
NEW YORK CITY

GENERAL INFORMATION

TO REGISTER: Early registration is recommended. Phone the registrar at 212/953-9022 or complete the form below. Although we do not encourage late registration, you may register up to the day of the seminar. To ensure a room at the hotel where the seminar is scheduled, please register at least four weeks in advance.

LOCATIONS: The seminar is held in a comfortable meeting room in a conveniently located hotel. For hotel information and reservations, call 212/953-9022. Hotel information will also be listed on your confirmation form.

SCHEDULE: The seminar hours are from 9:00 A.M. to 5:00 P.M. with a break from 1:00 P.M. to 2:15 P.M.

FEE: \$675 tuition fee per person plus \$95 registration fee per organization per seminar, payable in advance. Fees include the cost of all workbook and handout materials.

TEAM REGISTRATION SAVINGS: After the first registration, all additional registrations from the same organization are subject only to the tuition fee — saving you \$95 per registrant.

TAX DEDUCTION OF EXPENSES: An income tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills. This includes registration, travel, meals, lodging... (see Treas. Reg. 1.162-5, Coughlin vs. Commissioner 203 F.2d 307).

MAILING LIST: If you wish your name added to or deleted from a specific list, please contact the List Coordinator; University Conference Center — 11th Fl., 360 Lexington Avenue; New York, New York 10017. Since mailing lists cannot always be cross-checked, you may receive more than one brochure. Please pass it along to an interested associate.

CANCELLATION POLICY: You may transfer at any time before the seminar or send an associate in your place. If you cancel more than one week prior to the meeting, you are not subject to any fees. If your cancellation is received 4-5 working days prior to the meeting, you are subject to a \$100.00 service charge. Registrants whose cancellation requests are not received by the registrar 3 working days prior to the meeting are liable for the entire fee. Please ask for a cancellation number if you must cancel.

NEW PROGRAMS: We invite you to suggest topics and speakers for programs on new and significant developments in your field. Write to: Program Manager; University Conference Center — 11th Fl., 360 Lexington Ave.; New York, N.Y. 10017.

CERTIFICATES OF PARTICIPATION: New York University's School of Continuing Education will award Certificates of Participation to all who attend.

CONTINUING EDUCATION UNITS: Each participant in this seminar will receive CEUs. The Continuing Education Unit is a nationally recognized unit of achievement which may be used as evidence of increased performance capabilities and for job advancement.

(Please cut along here and return with our mailing label)

TWO WAYS TO REGISTER FAST

1) Call 212/953-9022

2) Fill out the form below
and mail to:

Registrar — 14th Floor
University Conference Center
360 Lexington Avenue
New York, N.Y. 10017

FOR INFORMATION ON OTHER NATIONALLY HELD SEMINARS, either call 212/286-0110 and ask specifically for Information Services, or check off subjects of interest and mail the completed form to: Information Services; University Conference Center — 20th Fl.; 360 Lexington Ave.; New York, N.Y. 10017.

- ☐ Fundamentals of Industrial Engineering
- ☐ Security Loss Prevention
- ☐ Fundamentals of Financial Analysis
- ☐ A Development Program for Minority Managers

FOR INFORMATION ON IN-COMPANY PROGRAMS

If you have at least 20 individuals who might benefit from this program, you should consider a cost-effective presentation at your facilities.

1) Call 212/286-0110 and ask specifically for Information Services, or

2) Fill out the form below
check here ☐, and mail to:

Information Services — 20th Floor
University Conference Center
360 Lexington Ave.
New York, N.Y. 10017

REGISTRATION FORM — IN-HOUSE CONSULTING SKILLS FOR SYSTEMS ANALYSTS

☐ PLEASE SEND INFORMATION AS CHECKED ABOVE

☐ PLEASE REGISTER THE FOLLOWING (Print/type exactly as it should appear for nameplate and certificate.)

1. (Name) _____ (Title) _____

2. (Name) _____ (Title) _____

3. (Name) _____ (Title) _____

Organization _____

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NEW YORK UNIVERSITY

School of Continuing Education
Division Career and Professional Development

Seminar Division
326 Shimkin Hall, New York, N.Y. 10003

Please make your check payable exactly as indicated to ensure accurate processing. Make the check for this seminar payable to:

NYU-CSSA-Seminar

and mail to:

**Registrar — 14th Floor; University Conference Center;
360 Lexington Avenue; New York, N.Y. 10017**

☐ Check enclosed ☐ Bill Company
DATES (check as applicable)

☐ September 3-4, 1981... **SAN FRANCISCO**
☐ October 15-16, 1981... **CHICAGO**
☐ December 3-4, 1981... **NEW YORK CITY**

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